

DEMOGRAPHY: Target Area Selection

The Demographic Study: Basic questions being answered

What kinds of people are in this community?

What community trends will affect the starting of the new church?

Who will be the major potential target audiences?

What are the needs of these groups?

Is this the community/the people God is calling us to target?

The Demographic Study: Resources of information

Published materials

Offices with information

Field research

The Demographic Study: Making the Decision: “To plant or not to plant”

The Demographic Study: Drawing up the Strategy